Broadcasting Nov 19

Reaching over 117,000 readers every week — 60th Year 1990

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TVB prepares its membership for recession

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Vol. 119 No. 21

Broadcasters, cable close the gap with news

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THIS WEEK

19 / EXTRA!, EXTRA! BROADCAST/CABLE PARTNERSHIPS

The look of local news is changing. From 'Headline News' inserts to full-fledged newscasts, broadcasters are teaming with cable systems to spread the news.

21 / CAPITAL IDEA

Allbritton Communications is planning to launch a 24-hour cable news service in the Washington metropolitan area in the summer of 1991. The company has signed affiliation deals with five of the area's eight cable systems.

22 / COST CUTTING

CBS cuts its affiliate compensation as part of a general budget tightening. The network is also abbreviating its annual affiliate meeting and moving it from Los Angeles to New York.

23 / CNN'S TALE OF THE TAPE

News network takes its case to the Supreme Court after lower courts bar it from airing tapes of conversations between Noriega and counsel. In a new twist, the FBI seizes relevant documents either from CNN reporter (says network) or from hotel lost and found department (says FBI).

24 / DEMO REPORT

October books reveal bleak syndication

Jury is in: 'Cop Rock' is out (page 24).

performances for new first-run strips, solid numbers for new and returning sitcoms and strong showing by children's programs.

24 / COP ROCK DROPPED

ABC's patience ran out last week as it cancelled its much vaunted musical/drama series. ABC meanwhile ordered nine more episodes of the enigmatic 'Twin Peaks.'

24 / DAY SHIFT

NBC is set to announce this week that it will launch a one-hour block of 'infotainment' programing in its daytime schedule beginning in January. Plans allow for the expansion of the block to two hours.

27 / MGM/UA SHAKEOUT

Syndication President Dick Cignarelli and his pared down division are apparent casualties of the latest round of staff cuts following the studio's purchase by Pathe. The network TV division appears to have been spared the cost-cutting ax, although rumors of its possible sale to either Paramount or Columbia continue.

27 / CBS EYE LOOKS LOCAL

For the first time in several years, CBS owned stations are producing programs for potential runs elsewhere, including the station group, network and possibly syndication. Among those is *Studio 22*, the first show produced by KCBS-TV to air on the network's owned station group.

29 / MCA CASTS VOTE FOR REAGAN

MCA has teamed with Fox Stations for a nighttime talk entertainment strip hosted by Ron Reagan, son of the former President. The show will be carried on all Fox Stations.

30 / JOY IN MUDVILLE?

CBS's Sports division president says it has been a "stellar year," but a soft advertising market, the high price it paid for its marquee events and some uncontrollable bounces of the ball have taken some of the magic out of the network's 'Dream Season.

30 / NUMBERS FLAP

'Captain Planet's' status as number one barter syndicated children's program for past several weeks is questioned by some who believe its double runs make for unfair comparison.

32 / CONSUMER CYCLES

A new Radio Advertising Bureau research study, "Consumer Cycle Marketing," tracks consumer cycles, examines behavior patterns according to time of day and day of week and suggests specific media strategies for radio advertisers to best take advantage of these habits.

33 / PROGRAM CONTROL

ABC Radio Networks Vice President/Programing Corinne Baldassano has a two-fold mission: reassess current features and develop new radio programs for ABC's six networks, while keeping firm control on research and development costs. Baldassano concedes that changing demographics and tight economic conditions leave little room for experimentation.

34 / SLOW GOING

A number of broadcasters and industry groups, concerned with the pace of change in digital audio broadcasting, filed comments last week urging the FCC to move cautiously in developing the new broadcast band. Concerns focused on spectrum requirements, homesteading of current radio broadcasters, a proliferation of satellite and terrestrial services and continued local service to the public.

36 / UNCERTAIN FUTURE

Public radio is bracing for the economic downturn and its effects on funding sources. In part to help boost its listenership, NPR is looking at shifting its classical-oriented musical image to one "more multi-cultural, innovative and diverse."

37 / SAYING GOOD-BYE TO A LEGEND

More than 1,600 Fifth Estaters paid their respects to the late CBS Chairman William S. Paley at a memorial service in New York. Among those delivering eulogies were Frank Stanton, David Rockefeller and Henry Kissinger.

38 / HEARST PUTS CABLE ON PAGE ONE

Media company is placing increasing emphasis on its cable programing efforts, with the most recent example its purchase of 20% of ESPN.

40 / GOING WEST

The cable industry heads to Anaheim for the annual Western Cable Show (Nov. 8-30). It is preceded by a PPV conference sponsored by the Cable Television Administration & Marketing Society.

41 / TALKING STRATEGY

Time Warner chiefs Steve Ross and Nick Nicholas discuss the virtues of vertical integration and strategic partnerships and offer opinions on how policymakers should approach cable legislation in the next Congress.

43 / REPORT FROM TVB

The Television Bureau of Advertising held its annual convention in Dallas last week and recession was on its mind. Advice to broadcasters for survival in tough economic times: Do not fight each other—unite against other media.

48 / GAO BLASTS TV MARTI STUDY

General Accounting Office calls USIA studies on viewership of government's TV service to Cuba "flawed." One study was never released, but a second was used in the report to the President supporting TV Marti's feasibility. USIA counters that GAO's conclusions are "inaccurate."

'Jekyll and Hyde,' a Hearst production (page 38).

Frank Stanton on William Paley (page 37).

50 / PRESSING THE CASE FOR FIN-SYN EXEMPTION

Fox President Jamie Kellner tells National Press Club audience that new networks such as his shouldn't be under the same regulatory restraints as ABC, CBS and NBC and again urges exemption from the fin-syn rules.

51 / BRITISH CABLE BOUNCING BACK?

The cable industry in the UK is hoping the recent government decision ending the telephone duopoly held by British Telecom and Mercury will spur increased investment.

52 / APRIL SET FOR START OF HDTV TESTS

Richard Wiley announced that ATTC's "final" schedule for testing of HDTV transmission systems will start in April 1991 and expects to finish a year later.

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RATINGS ROUNDUP

Special programing on NBC, the one-hour episode celebrating the 200th installment of *Cheers*, and the first part of *The Big One: The Great Los Angeles Earthquake*, powered NBC to its third consecutive weekly win. NBC averaged a 13.7 rating and 22 share, followed by ABC with a 12.8/21 and CBS in third with a 12.0/20, despite having three of the top five shows for the week. Fox averaged a 5.9/10. In taking the week, NBC won Tuesday, Wednesday, Thursday and Saturday nights. ABC won Monday and Friday nights, and CBS won Sunday night.

Week 8 **Nov. 5–Nov. 11**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		29.5/44	N	Cheers
2		21.1/34	C	60 Minutes
3		20.0/30	N	A Different World
4	▲	18.9/28	C	Designing Women
4	▲	18.9/28	C	Murphy Brown
6	▲	18.6/33	N	Empty Nest
7		18.5/27	A	Amer. Funniest Videos
7	▼	18.5/27	A	Roseanne
9	▼	18.4/27	C	Murder, She Wrote
10	▲	18.2/29	N	Unsolved Mysteries
11	▲	18.1/32	N	Golden Girls
12	▼	18.0/27	A	Amer. Funniest People
13	▼	17.9/27	N	Cosby
14	▼	17.4/30	N	L.A. Law
15	▼	17.1/26	N	Movie:The Big One, Pt. 1
16	▲	16.7/29	A	Full House
17	▲	16.3/28	A	Family Matters
18	▲	15.9/24	A	Movie:Call Me Anna
18	▼	15.9/27	A	Monday Night Football
20	▼	15.8/24	C	Major Dad
21	▲	15.5/25	A	Doogie Howser, M.D.
22		15.4/24	A	Wonder Years
23		15.2/24	A	Growing Pains
24	▼	15.1/23	N	Matlock
25	▼	14.9/22	F	Simpsons
26	▼	14.8/22	A	Coach
27	▲	14.7/24	C	Movie:Fatal Attraction
28	▼	14.4/21	A	Head Of The Class
28	▼	14.4/22	N	Heat Of The Night
28	▼	14.2/22	A	Who's the Boss?
31	▲	14.3/25	A	Perfect Strangers
32	▲	14.1/24	C	Knots Landing
33	▲	14.0/23	A	Macgyver
33	▲	14.0/26	A	20/20
35	▼	13.8/26	N	Carol & Company
36	▲	13.5/22	C	Jake And The Fatman
37	▼	13.4/21	N	Novie:On Thin Ice
38	▼	13.2/25	N	Hunter
39	▼	13.0/20	N	Fresh Prince Of Bel Air
40	▲	12.4/21	C	Trials Of Rosie O'Neill
41		12.2/21	N	News Spec.:Earthquake
42		12.1/19	C	Uncle Buck
43	▼	11.9/19	A	Married People
44	▲	11.6/18	N	Dear John
44	▲	11.6/17	A	Father Dowling
46	▲	11.5/20	A	Going Places
47	▼	11.3/16	F	Married...With Children
47	▼	11.3/17	C	Rescue: 911
49	▼	10.8/20	C	Dallas
50	▼	10.5/18	C	Over My Dead Body
51		10.4/16	N	Ferris Bueller
51	▲	10.4/20	A	Twin Peaks
53	▲	10.3/17	A	Life Goes On
54	▲	10.0/19	C	WIOU
55	▲	9.8/20	N	American Dreamer
56	▲	9.7/16	N	Fanelli Boys
56	▼	9.7/15	F	In Living Color
58	▼	9.5/16	N	Night Court
58		9.5/16	A	Primetime Live
60	▼	9.4/17	C	Evening Shade
60	▲	9.4/14	C	Flash
62	▼	9.3/17	A	Young Riders
63	▼	9.2/17	N	Working It Out
64		9.1/16	C	Bagdad Cafe
65		8.8/14	N	Unsloved Mysteries-Sun.
66		8.7/14	C	48 Hours
66	▼	8.7/13	A	Gabriel's Fire
68		8.5/13	C	Top Cops
69	▼	8.3/12	F	Get A Life
70	▼	8.2/14	N	Quantum Leap
71		8.1/14	N	Wings
72	▼	7.9/15	N	Parenthood
73	▼	7.8/14	N	Midnight Caller
74	▼	7.3/14	C	Hogan Family
75		7.2/13	A	China Beach
76	▲	7.0/13	C	Family Man
77		6.9/12	A	'90 Vote-10:00 PM
78	■	6.8/13	C	Wiseguy
79	▼	6.7/10	F	Babes
80	▼	6.4/10	C	Doctor, Doctor
81	▲	6.2/11	F	Cops
81	▲	6.2/9	N	Lifestories
83	▼	6.0/9	F	Good Grief
84	▼	5.8/10	F	Amer.Most Wanted
85	▼	5.7/11	A	Cop Rock
86	▼	5.4/10	F	Totally Hidden Video
87	▼	5.0/8	F	Parker Lewis
88		4.3/7	F	Comic Strip Live Spec.
88	▼	4.3/8	F	Haywire
90	▼	4.2/7	F	True Colors
91	▼	3.9/6	F	Beverly Hills, 90210
92	▼	3.8/5	F	American Chronicles
93	▼	2.6/4	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Nov. 4

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.0	220	98
2	Jeopardy! (King World)	12.9	216	99
3	Star Trek: Next Generation (Paramount)	11.4	237	98
4	Oprah Winfrey (King World)	9.8	222	99
5	Entertainment Tonight (Paramount)	8.6	176	95
6	Cosby Show (Viacom)	8.5	207	98
7	Current Affair (20th Century Fox TV)	8.1	193	96
8	Wheel of Fortune, wknd. (King World)	7.6	185	84
9	Univ. Pict. Debut Network (Universal)	6.1	145	93
10	Inside Edition (King World)	5.6	128	81
11	Donahue (Multimedia)	5.4	230	98
11	Star Search (TPE)	5.4	170	94
13	21 Jump Street, syn (Cannell Dist.)	5.3	131	92
14	Captain Planet (Turner Prog. Svcs.)	5.1	218	99
14	Pegasus II (Televentures)	5.1	95	81
14	Super Force (Viacom)	5.1	173	94

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KWSS(FM) San Jose, Calif. ■ Sold by Shamrock Broadcasting to Kool Communications Inc. for undisclosed price believed to be between $5 million and $6 million. KWSS was recently acquired by Shamrock in swap for Nationwide Communications' KMGC(FM) Dallas. **Seller** is headed by Bill Clark and owns 14 radio and three TV stations. **Buyer** is headed by Marty Loughman, Shamrock shareholder. KWSS has a CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 ft.

WFBG-AM-FM Altoona, Pa. ■ Sold by Empire Radio Partners Ltd. to Radio Altoona Inc. for $2.1 million asset sale that includes noncompete covenant. Stations were acquired in August 1988 for $3.9 million ("Changing Hands" May 23, 1988). **Seller**, headed by Dennis Israel, has interests in WGY-AM-FM Albany-Schenectady, N.Y.; WJTT(FM) Concord and WRCI(FM) Hillsborough, both New Hampshire. **Buyer**, headed by Kerby Confer and Carol O'Leary, also has interests in WNNK(FM) Harrisburg, Pa. WFBG(AM) has adult contemporary format on 1290 khz with 5 kw day, 1 kw night. WFBG-FM has easy listening format on 98.1 mhz with 30 kw and antenna 1,020 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,677,719** □ **5**

FM's □ **$5,650,000** □ **2**

AM-FM's □ **$2,850,000** □ **2**

TV's □ **$235,000** □ **1**

Total □ **$10,912,719** □ **9**

Year to Date:

AM's □ **$94,593,905** □ **347**

FM's □ **$462,430,221** □ **221**

AM-FM's □ **$348,990,227** □ **199**

TV's □ **$799,076,900** □ **83**

Total □ **$1,705,091,253** □ **750**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KLIF(AM) Dallas, Tex ■ Sold by KLIF Co. to Greystone Broadcasting Inc. for $2 million. Price includes $900,000 cash at closing, of which $400,000 is for four-year noncompete covenant; $100,000 escrow deposit, and $1 million promissory note at 10% for first two years, 10½% for next six months, increasing ½ of 1% every six months for remaining term of note. **Seller** is headed by Louis Appell Jr. and Arthur W. Carlson and is subsidiary of Susquehanna Radio Corp., licensee of 10 FM's and 6 AM's. **Buyer** is headed by William R. Johnson, Susan Porter Johnson, Michael K. Russell and Carol Russell, and has interests in KNHN(AM) Kansas City, Kan. KLIF has talk format on 1190 khz with 50 kw day and 5 kw night.

KGGF(AM)-KQQF(FM) Coffeyville, Kan. ■ Sold by Midwest Broadcasting Co. to KGGF-KQQF Inc. for $750,000 cash at closing. **Seller** is headed by Richard M. Seaton, Gladys D. Seaton, Robert L. Pratt and Edward L. Seaton, and also has interests in KMAN(AM)-KMKF(FM) Manhattan, Kan.; KHAS-AM-TV Hastings, Neb., and KFYO(AM)-KZII-FM Lubbock, Tex. **Buyer** is headed by John B. Mahaffey, Fredna B. Mahaffey and Robert B. Mahaffey, and has interests in KRMS(AM)-KYLC(FM) Asage Beach and KTTR(AM)-KANN(FM) Rolla, both Missouri. KGGF is fulltimer with news/talk format on 690 khz with 10 kw. KQQF has adult contemporary format on 98.9 mhz with 6 kw and antenna 300 feet above average terrain. *Broker: Dale Cowle of W. John Grandy Media Brokers.*

KSWM(AM) Aurora, Mo. ■ Sold by Aurora Broadcasting to Galen O. Gilbert for $268,000. Price includes $150,000 cash. **Seller** is headed by A. Dale Hendrix and John Mitchell. Mitchell also has interests in KNES(FM) Fairfield and KLLI(FM) Hooks, both Texas. **Buyer** is headed by Galen O. Gilbert and has interests in KWHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma; KDNT(AM) Denton, KDXE(FM) Sulphur Springs, KTXJ(AM)-KWYX(FM) Jasper and KIOL-FM Lamesa, all Texas. KSWM has country format on 940 khz with 1 kw day and 25 w night.

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FOR THE RECORD

As compiled by BROADCASTING from Nov 8 through Nov 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTIM(AM) Wickenburg, AZ** (BAL901031ED; 1250 khz; 1 kw-D, 202 w-N)—Seeks assignment of license from Interstate Broadcasting Systems of Arizona to Circle S. Broadcasting Co. Inc. for $47,500. Seller is headed by Paul J. Toberty and Joyce K. Toberty. Seller is a subsidiary of IBS Holding Corp., licensee of KRDS(FM) Wickenburg, AZ. Buyer is headed by Harold Ray Shumway and Sharon Ellen Shumway, and has no other broadcast interests. Filed Oct. 31.

■ **KCIN-AM Victorville, CA** (BAL901030EA; 1590 khz; 500 w-D, 135 w-N; FM)—Seeks assignment of license from Sidney King to Island Broadcasting Corp. for $1,575,000 ("Changing Hands" Oct. 29). Sale includes KATJ(FM) George, CA. Seller is headed by Sidney King and Mattie Brown. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Montana; and Precht Communications Inc., parent of Eagle and Precht Television Associates Inc., licensee of KIEM-TV Eureka, CA. Filed Oct. 30.

■ **KKGD(AM)-KZKS-FM Rifle, CO** (AM: BT:901031EB; 810 khz; 1 kw-D; FM: BTCH901031EC; 105.3 mhz; 100 kw; ant. 1,740 ft.)—Seeks assignment of license from Western Media Inc. to David R. Smith and Steven L. Albrecht for undisclosed price. Seller is headed by Steven Humphries and has no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 31.

■ **WLTG(AM) Panama City, FL** (BAL901031EA; 1430 khz; 5 kw-U)—Seeks assignment of license from Faith Broadcasting, general partner to Hour Group Broadcasting Inc. for $212,219. Seller is headed by Clarence Gay. Peggy Gay and Carson Dugger Sr. and has no other broadcast interests. Buyer is headed by J. W. Hunt, Bill A. Corbin, A. D. Whitehurst Jr. and Clarence Gay. Gay also has interests in the seller. Filed Oct. 31.

■ **WGGA-FM Cleveland, GA** (BAPLH901019GG; 101.9 mhz; 1.45 kw; ant. 453 ft.)—Seeks assignment of license from 226 Main St. to ADVANTAGE MEDIA Inc. for $1.18 million ("Changing Hands" Nov. 5). Sale includes WGGA(FM) Gainesville, GA. Seller is headed by Terry W. Barnhardt and has no other broadcast interests. Buyer is headed by C. B. Rogers, Richard N. Hubert and Alan A. Aycock. Filed Oct. 19.

■ **WMDT(TV) Salisbury, MD** (BTCCT901029KK; ch. 47; 3470 kw-V; 347 kw-A; ant. 1,000 ft.)—Seeks assignment of license from Delmarva Broadcast Service general partner to Marion Brechner in transfer of estate. Buyer has interests in Northeast Kansas Broadcast Service Inc., licensee of KTKA-TV ch. 49 Topeka, KS, and Southwest Ohio Broadcast Services, licensee of WKFI(AM)-WSWO(FM) Wilmington, OH. Filed Oct. 29.

■ **WTIQ-AM Manistique and WTIQ-FM Gulliver, both Michigan** (AM: BAL901022HT; 1490 khz; 1 kw-U; FM: BALH901022HU; 94.7 mhz; 100 kw; ant. 443 ft.)—Seeks assignment of license from American Peakes Ltd. to WSHN Inc. for $150,000. Seller is headed by Frances Jo Curtis and has no other broadcast interests. Buyer is headed by and is the licensee of WSHN-AM-FM Fremont, MI, and has an application pending to assign WSHN-AM-FM from Stuart P. Noordyk to WSHN Inc. Filed Oct. 22.

■ **KSWM(AM) Aurora, MO** (BAL901025EB; 940 khz; 1 kw-D; ant.)—Seeks assignment of license from Aurora Broadcasting to Galen O. Gilbert for $268,000. Seller is headed by A. Dale Hendrix and John Mitchell. Mitchell has interests in KNES(FM) Fairfield and

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	550	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.